

RAMONA HÖNL

Tapping into New Growth Areas with TRUMPF

Flexible, efficient, and highly automated factories are crucial for countering rising costs, competitive pressure, and the shortage of skilled workers. TRUMPF helps its customers stand out from the competition and tap into new business areas – whether through innovative services, state-of-the-art AI and robotics solutions, or highly flexible manufacturing systems. At this year's INTECH in-house exhibition, visitors were able to see this for themselves.

How can artificial intelligence and robotics be successfully deployed in production? Which trends – such as the current data center boom – should companies invest in despite uncertainty, and how? At this year's INTECH in-house exhibition, Hagen Zimer, CEO of Laser Technology at TRUMPF, and Stephan Mayer, CEO of Machine Tools at TRUMPF, discussed these topics with scientists and customers.

The clear message is that taking risks pays off. Every company should start by improving individual processes with the help of AI or robotics, while closely involving employees in the process. Flexible manufacturing systems enable companies to quickly respond to trends, such as the data center boom, and remain competitive in the long term. "To be successful, processes must be rethought from the ground up. Manufacturing data and expertise are valuable resources that we can leverage for AI solutions to boost competitiveness. Implementation and clearly defined use cases are crucial here," says Stephan Mayer, CEO of TRUMPF Machine Tools.





Every day at INTECH, a panel discussion was held by TRUMPF board members as well as exciting, distinguished guests. To kick things off, Thomas Bauernhansl, Managing Director Fraunhofer-Institut IPA, Thomas Hohenwarter, Technical Manager Gluth Systemtechnik GmbH and Hagen Zimer, CEO Laser Technology and Member of the Managing Board of TRUMPF, opened the event with the topic “AI & Next-Level Automation: From Hype to Measurable Productivity Gains.”

Klaus Geißdörfer, CEO of the ebm-papst Group, Olaf Plötner, Managing Director ESMT Berlin and Stephan Mayer, CEO Machine Tools and Member of the Managing Board of TRUMPF explored the topic “Opening new growth areas: How it can succeed and the role smart manufacturing plays” during their panel discussion.



The concluding panel discussion was moderated by Torsten Kröger, CSO Intrinsic Innovation GmbH, Anne Meyer, Professor of Data Science in Mechanical Engineering, KIT; Head of Institute, IMI and Stephan Mayer, CEO Machine Tools and Member of the Managing Board of TRUMPF on the topic "The next automation: Why intelligently networked robotics is the future".



Through individually designed tours, TRUMPF experts were able to showcase the latest innovations and technologies on display.

At the company’s Customer Center and Laser Application Center, customers were able to see AI solutions for manufacturing for themselves. These included the Sort Master Vision, for example, an AI-based robot that automatically sorts cut parts. TRUMPF also showcased numerous flexible solutions that enable companies to equip data centers and thus tap into new business opportunities. These solutions range from networked machines for cutting, bending, punching, and welding control cabinet components to green lasers that weld copper connections for high-speed cables ten times faster than conventional methods.

More impressions from the trade show:



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SPOKESPERSON FOR MACHINE TOOLS